## Listing of Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (**Currently Amended**) A computer implemented method for configurating one or more products over a computer network, the computer implemented method comprising the steps of:

storing product parameter data and a pricing algorithm on a data storage device such that the ~~product parameter data~~ data storage device is accessible by a product ~~and~~ parameter identifying and pricing computer and ~~an online~~a user interface device connected to said computer network, ~~wherein the data storage device is accessible to pricing computer~~;

displaying on said user interface ~~unit~~device a graphical user interface (GUI) having representations of said product parameter data obtained from said data storage device over said computer network;

creating a request over said computer network for a branded product wherein a user designates features for said branded product by selecting product parameter data displayed by the GUI and submits said features to said product ~~and~~parameter identifying and pricing computer over said computer network;

separating said ~~branded product~~ request for a branded product using said product ~~and~~ parameter identifying and pricing computer ~~connected to said network~~ into at least an item, a process, and an artwork;

identifying ~~wherein~~one or more item parameters, one or more process parameters, and one or more artwork parameters using said product parameter identifying and pricing computer ~~are identified~~;

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applying said pricing algorithm using the product ~~and~~ parameter identifying and pricing computer to assign a price to the branded product, wherein the price is dynamically generated using the one or more item parameters, one or more process parameters, and one or more artwork parameters identified using said product-~~and~~ parameter identifying and pricing computer;

linking said one or more item parameters, said one or more process parameters and said one or more artwork parameters using said product ~~and~~ parameter identifying and pricing computer; ~~to~~

dynamically generating ~~generate~~ a product identifier using the product parameter identifying and pricing computer when the product is sourced, quoted or ordered, wherein the product identifier is defined by a combination of the product's one or more item parameters, one or more process parameters, ~~and~~ one or more artwork parameters and said price; and

branding the product as requested using the product parameter identifying and pricing computer, wherein the product is identified by the product identifier.

2. (**Original**) The method of claim 1 wherein the step of separating the product further comprises the step of supplying an item template.

3. (**Original**) The method of claim 1 wherein the step of separating the product further comprises the step of supplying a process template.

4. (**Original**) The method of claim 2 wherein the step of separating the product further comprises the step of creating an item definition page based on the item template.

5. (**Original**) The method of claim 3 wherein the step of separating the product further comprises the step of creating a process definition page based on the process template.

6. (**Cancelled.**)

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7. (**Previously Presented**)   The method of claim 1 wherein the one or more item parameters comprise description information.

8. (**Previously Presented**)   The method of claim 1 wherein the one or more process parameters comprise quantity break pricing information.

9. - 10. (**Cancelled.**)

11. (**Currently Amended**)   A computer implemented system for configurating one or more products over a computer network, the computer implemented system comprising:

~~a product and parameter identifying and pricing computer; and~~

a data storage device hosting product parameter data and pricing data ~~hosted in a data storage unit~~, addressable on said computer network, and accessible by a remote user on a user interface device[[unit]] having a user input means and a display;

a product parameter identifying and pricing computer having a branded product creation module ~~having~~ operable to generate a graphical user interface (GUI), the branded product creation module comprising:

a GUI generation engine operable to ~~express a graphical depiction~~ generate a GUI representing ~~of the~~ product parameter data ~~and the pricing data obtained from~~ hosted on said data storage device and display said GUI on said display of said user interface device; ~~on the user interface unit display;~~

an ordering ~~means~~ module operable to create a request over said computer network for a branded product wherein a user designates features for said branded product by selecting product parameter data ~~displayed~~ represented by the GUI and submits said features to said product ~~and~~ parameter identifying and pricing computer over said computer network;

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a separating ~~means~~ module operable to separate said request for the branded product ~~using said product and parameter identifying and pricing computer connected to said network~~ into at least an item, a process and an artwork;

an identifying module operable to identify ~~wherein~~ one or more item parameters, one or more process parameters and one or more artwork parameters ~~are identified~~;

a linking ~~means~~ module operable to link said one or more item parameters, said one or more process parameters and said one or more artwork parameters;

a pricing algorithm ~~operable~~ used to assign a price to said branded product ~~using said product and parameter identifying and pricing computer connected to said network~~ wherein the price is dynamically generated by said product parameter identifying and pricing computer using the one or more item parameters, one or more process parameters, ~~and~~ one or more artwork parameters ~~identified using said product and parameter identifying and pricing computer~~;

~~a linking means operable to link said item parameters, said process parameters and said artwork parameters;~~

a generating ~~means~~ module operable to dynamically generate a product identifier ~~using said product and parameter identifying and pricing computer~~ when the product is sourced, quoted or ordered, wherein the product identifier is defined by a combination of the product's one or more item parameters, one or more process parameters, ~~and~~ one or more artwork parameters, and price; and

a branding ~~means~~ module for branding the product as requested, wherein the product is identified by the product identifier.

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12. **(Currently Amended)** The system of claim 11 wherein the separating ~~means~~ module ~~for separating the product~~ further comprises ~~means for supplying~~ an item template supplying module.

13. **(Currently Amended)** The system of claim 11 wherein the separating ~~means~~ module ~~for separating the product~~ further comprises ~~means for supplying~~ a process template supplying module.

14. **(Currently Amended)** The system of claim 12 wherein the separating ~~means~~ module ~~for separating the product~~ further comprises ~~means for creating~~ an item definition page creation module operable to create an item definition page wherein the item definition page is based on the item template.

15. **(Currently Amended)** The system of claim 13 wherein the separating ~~means~~ module ~~for separating the product~~ further comprises ~~means for creating~~ a process definition page creation module operable to create a process definition page wherein the process definition page is based on the process template.

16. **(Cancelled.)**

17. **(Previously Presented)** The system of claim 11 wherein the one or more item parameters comprise description information.

18. **(Previously Presented)** The system of claim 11 wherein the one or more process parameters comprise quantity break pricing information.

19. - 20. **(Cancelled.)**

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